

Abstract of the Disclosure

A cellular phone is composed of a housing, a keyboard, first and second display devices, a memory, a receiver-transmitter, and a controller computer. The keyboard and the first display are disposed on a first side of the housing. The second display device is a second side of the housing, the second side being opposite to the first side. The memory stores therein advertising information. The controller computer is programmed to receive the advertising information through the receiver-transmitter, to control the first display device in response to instructions received through the keyboard, and to control the second display device to display the advertising information on a screen of the second display device during a phone call established through the receiver-transmitter in response to operation of the keyboard by a user.